

CALIFORNIA APPRENTICESHIP COUNCIL

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PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING

MINUTES

Wednesday–October 28, 2009 3:30 p.m.

I. Call To Order/ Roll Call

The meeting was called order at 3:31 p.m.by Commissioner Bechthold standing in for Chairman Cedric Porter.

Members present: Carl Goff, Donna Bechthold, Julia Dozier, and Acting Chief Glen Forman.

Members absent: Cedric Porter,

II. Review/Approval of the minutes of July 29, 2009 Minutes

A motion to accept the minutes was made by Commissioner Dozier and seconded by Commissioner Bechthold. The minutes were approved.

III. Updates – I Built I - Youth

- Renee Bacchini gave an overview of the soon to be launched campaign of the “I Built It – Youth video. Ms. Bacchini will be showing the video at the CAC meeting on Thursday. The campaign will be launched with a press conference on November 9, 2009 at Grant Union High School in the city of Sacramento. She has been working in partnership with Jack O’Connell, State Superintendent of Public Instruction who will be sending the video to all public High Schools as well as Jr. High Schools across the State of California. The video will be down loadable on the DAS website. Various programs will be attending the campaign.
- It was suggested that when sending the video to the high schools to have them set it up on their website so parents and students will have access to viewing it.
- Ms. Bacchini also reported that the department has an initial set up for a Face Book and Twitter as a social network.

IV. Strategies, Goals and better ways to Market Apprenticeship

- It was shared that facing cultural issues such as a student feeling that if they do not go to the University of California, and then they are a failure. A consortium of apprenticeship programs put together a power point presentation that identified the four regions of San Diego and gathered career counselors together. In the presentation they showed what the prevailing wage rates were, what it takes to get into an apprenticeship program. Approximately 30 career

counselors attended the meeting. They are going to revisit this approach more regionally in the counties.

- Ed De Brito shared that Mount San Antonio College sponsored a workshop for approximately 100 counselors from local High Schools and Jr. High Schools as well as community colleges. Mr. De Brito, Southern California Cement Masons JATC, was a speaker as well as others from different trades such as electricians and cement masons. They spoke about what apprenticeship is and the entry requirements for specific programs.
- It was also shared that CACA started contacting the One Stop Centers and redoing the Cal Apprenticeship website.

V. Other items of Interest

- Acting Chief Glen Forman let everyone know that the applications for the Hall of Fame award will be available tomorrow at the CAC meeting and the winners will be announced at the January CAC. The presentation of the award will be given at the CCA meeting in April. The deadline for sending in the applications is December 31, 2009. Mr. Forman explained that the CCA in conjunction with the CAC recognizes people that have made a difference in the apprenticeship community. Mr. Forman stated that the Hall of Fame awards began in 1981.

VI. Adjournment

A motion to adjourn was made by Commissioner Goff and seconded by Acting Chief Glen Forman. The meeting adjourned at 4:01 p.m.